



**STATEMENT OF PROCEEDINGS FOR THE  
REGULAR MEETING OF THE  
LOS ANGELES COUNTY COMMISSION ON LOCAL  
GOVERNMENTAL SERVICES  
KENNETH HAHN HALL OF ADMINISTRATION  
500 WEST TEMPLE STREET, ROOM 743-A  
LOS ANGELES, CALIFORNIA 90012**

**Tuesday, July 23, 2013**

**9:00 AM**

AUDIO LINK FOR THE ENTIRE MEETING. (13-3532)

**Attachments:**    [AUDIO](#)

**Present:**      Chairperson Mark Burman, Vice Chair Bob Archuleta, Commissioner Barry Waite, Commissioner Rodrigo Guerra Jr., Commissioner Tyler Kelley, Commissioner Alexander Ponder, Commissioner Jess Talamantes and Commissioner Jules Bagneris III

**Excused:**      2nd Vice Chairperson Algird Leiga and Commissioner Andrew Westall

Call to Order. (13-3392)

**The meeting was called to order by Chairperson Burman at 9:15 a.m.**

**I. ADMINISTRATIVE MATTERS**

1. Approval of the Minutes of May 7, 2013. (13-2528)

**On motion of 1st Vice Chairperson Bob Archuleta, seconded by Commissioner Barry Waite and unanimously carried, the minutes were approved.**

**Attachments:**    [SUPPORTING DOCUMENTS](#)

2. Receive and file the Summary of Notes of June 4, 2013. (13-3442)

**On motion of Commissioner Barry Waite, seconded by 1st Vice Chair Bob Archuleta, the summary of notes was approved.**

**Attachments:**    [SUPPORTING DOCUMENT](#)

## **II. REPORTS**

3. Chair's report on various items for the month of July 2013. (13-3395)

**There was no report**

## **III. PRESENTATIONS**

4. A presentation proposing to the Local Governmental Services Commission to recommend to the Los Angeles County Board of Supervisors, to name the 90048 neighborhood as Lower West Hollywood (LoWeHo)

Tara Riceberg  
TWEAK (13-3397)

**Tara Riceberg, of TWEAK, addressed the Commission on the possibility of renaming the 90048 neighborhood. The 90048 is bordered by Beverly Hills, West Hollywood, Carthay Circle, and Fairfax and is the premier business district in Los Angeles. It hosts the posh Robertson Blvd., Cedars-Sinai Medical Center, Beverly Center, and iconic parties like Vanity Fair, famous restaurants like The Ivy, top interior design houses and quirky, mom-and-pop shops. It's a rare find in Los Angeles to walk block after block past trendy cafes and independent retailers, hence the residents are drawn to the neighborhood for its "walkability" and shopping local. The neighborhood is creative and attracts creative types mostly from the East Coast, yet there is no way to identify where a business is located other than saying it is in Los Angeles, or near Cedars, or specify an intersection which is bad for business and the community. She further contended that it is impossible to promote the area as a draw for tourists or to host community activities like a dog walk for charity. The 90048 has businesses that rival and even surpass Beverly Hills and West Hollywood, yet they have no promotional power to promote this fact.**

**She further indicated that when a resident is asked where they live, they'll give an intersection i.e., "Kings Road near Beverly." When you ask a business owner, they will respond "near the Beverly Center." She cited an example when KTLA Morning News featured her store Tweak, they wanted her to be more specific when she advised them that her store was located in Los Angeles; they eventually went with near West Hollywood.**

**Ms. Riceberg proposed naming the area Lower West Hollywood (LoWeHo). The 90048 north border is in West Hollywood, and people are already familiar with the geography of West Hollywood. From a marketing or PR perspective, she suggested a moniker, similar to that of NYC's famous SoHo, LoWeHo; it is catchy and marketable to entice consumers and tourists to visit, shop and spend in Los Angeles.**

Furthermore, Ms. Riceberg presented that the residents need to be able to feel a connection to the neighborhood. Right now however, this doesn't exist for them. Retailers are willing to create activities to promote social interaction and customer spending but it is impossible to outreach when there's no community. "You can't market to residents of Los Angeles when you're trying to target a 1.9 mile area."

In conclusion, Ms. Riceberg urged the Commissioners to consider making recommendation to the County Board of Supervisors to make a motion to rename zip code 90048 to West Hollywood (LoWeHo) or Beverly Vista.

The Commission advised Ms. Riceberg that the 90048 falls within the City's jurisdiction. She was referred to the City to obtain approval for her recommendation and come back to the Commission's meeting on September 10, 2013. She was also advised to conduct more research, petition and put a more descriptive mapping, census designation and a more detailed visual presentation to be presented at September's meeting. Additionally, upon getting the City's approval the Commission will proceed to reach out to the Department of Regional Planning to gather additional information and advise the Commission on how the County may be able to help facilitate the naming process if approved.

#### **IV. MISCELLANEOUS**

##### **Matters Not Posted**

5. Matters not on the posted agenda, to be discussed and (if requested) referred to staff or placed on the agenda for action at a future meeting, or matters requiring immediate action because of an emergency situation or where the need to take action came to the attention of the Committee subsequent to the posting of the agenda. (13-3398)

The following matters were presented for future meeting agendas:

- Safety Realignment - AB 109
- Community Development
- Regional Planning on Redevelopment
- Waste Management
- United Way – Homeless for Good

**Public Comment**

6. Opportunity for members of the public to address the Commission on items of interest that are within the jurisdiction of the Commission. (13-3400)

**There were no members of the public present to address the Commission.**

**Adjournment**

7. Adjournment for the meeting of July 23, 2013. (13-3401)

**There being no further business to discuss, the meeting adjourned at 10:14 a.m.**